



SAMPLE DROP-IN ARTICLE

LOCAL AUTHORITIES ENCOURAGE THE USE OF SOBER DESIGNATED DRIVERS THIS WINTER HOLIDAY SEASON

As family and friends reunite this holiday season, **[SPONSORING ORGANIZATION]** and local authorities want you to know: when *You Drink & Drive. You Lose.* Law enforcement will be out in full force to prevent impaired driving by setting up saturation patrols and sobriety checkpoints. We want you to know that if you drive after drinking or using drugs, you will be caught, arrested and prosecuted. Not only is this an embarrassing situation but it is also expensive; the cost of your defense and potential fines can be thousands of dollars and you can even lose your car.

The winter holidays are among the deadliest times of the year because of impaired driving, which is why December is designated as National Drunk and Drugged Driving (3D) Prevention Month. National Holiday Lifesavers Weekend, scheduled December 15-17, is a featured 3D Month activity where law enforcement targets drunk and drugged drivers. The weekend kicks off with "Lights On for Life" Day on December 15. On this day, you can join motorists across the country in expressing support by driving with your headlights on during the daylight hours to commemorate those people that have died as a result of impaired driving crashes.

The statistics are alarming: **[STATISTIC]** died in the last **[TIME PERIOD]** due to drunk or drugged driving. Many people simply do not realize the consequences of driving after drinking or taking drugs, even some prescription and over the counter medications. If you are impaired, local authorities urge you to:

- take a cab home;
- have a sober designated driver; or
- stay the night where you are.

"Impaired driving has a devastating effect on our community," said **[OFFICIALS NAME AND TITLE]**. "The vigilant efforts of **[SPONSORING ORGANIZATION]** and its partners will help make roads and highways safe from those irresponsible individuals that make the fatal decision to drive after drinking or using drugs."

By partnering with **[LIST PARTNERS]**, **[SPONSORING ORGANIZATION]** efforts will play an active role in the *You Drink & Drive. You Lose.* campaign's national push to reduce alcohol-related traffic deaths to no more than 11,000 by the year 2005. Along with local authorities, **[SPONSORING ORGANIZATION]** encourages you to participate in designated driver programs and other impaired driving awareness and prevention activities.

For more information on how you can make a difference, and save lives, please contact **[LOCAL CONTACT]**.

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